



TEXAS DEPARTMENT OF HEALTH
AUSTIN TEXAS
INTER-OFFICE

TO: Regional Directors
Directors, Local Health Departments
Directors, Independent WIC Local Agencies
Director, Office of Public Health Practice

FROM: Barbara Keir, Director (Original Signed)
Division of Public Health Nutrition and Education
Bureau of Nutrition Services

DATE: January 25, 2002

SUBJECT: *Initiative on Women and Smoking materials*

This memo provides information about materials for a national tobacco cessation initiative. The materials will be sent to your local agency during the week of February 8, 2002. Please give this information to your Nutrition Education and Breastfeeding Coordinators.

The American Legacy Foundation and its partners were funded by the 1998 national tobacco settlement. This foundation is launching the *Initiative on Women and Smoking*. The State Agency is sending each local agency a Legacy packet(s) about the first part of the initiative called *Great Start*. The *Great Start* campaign seeks to increase:

- awareness of risks of smoking during pregnancy
- quit attempts before, during, and after pregnancy
- provider willingness to refer pregnant women to cessation services
- support for pregnant women in their cessation efforts

Services offered through *Great Start* include tobacco cessation counseling on the toll-free Quitline, consumer education materials, and a television ad campaign. The packets contain detailed information about the campaign including ways to obtain *Great Start* materials for WIC participants, two motivational posters, and helpful web sites. Also included is a sample informational brochure for prenatal care providers who serve WIC participants in your area.

If you have any questions about the Legacy materials or the *Initiative on Women and Smoking* contact Legacy at (202) 454-5555 or visit their website at www.americanlegacy.org. or Ms. Lynn Silverman, Nutrition Education Consultant, Bureau of Nutrition Services, at (512) 458-7111, extension 3543 or lynn.silverman@tdh.state.tx.us or Mary Van Eck, Nutrition Education Coordinator, Bureau of Nutrition Services, at (512) 458-7111, extension 3484 or mary.vaneck@tdh.state.tx.us.